# VIRGINIA SLIMS
## 1999 MEDIA BUDGET RECAP

| | 1999 L.E. ($M) | 1999 COMMITTED ($M) | $ DIFF. L.E. VS. COMMITTED ($M) |
|---|---|---|---|
| **BUDGET** | | | |
| MAGAZINES | $1,658.2 | $1,294.9 | $363.3 |
| SUPPLEMENTS | $77.3 | $25.8 | $25.7 |
| MAGAPAPERS | $70.6 | $42.8 | $27.8 |
| ROP | $94.3 | $0.0 | $94.3 |
| **GRAND TOTAL** | **$1,900.4** | **$1,363.5** | **$511.1** |

| | |
|---|---|
| **DIFFERENCE VS. BUDGET** | **$0.4** |

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Source: https://www.industrydocuments.ucsf.edu/docs/nsmm0004